



Press release of the Hungarian Advertising Association (MRSZ) and its co-associations

It is the twenty-fifth time that the figures capturing the spending of the media and communications market have been compiled.

In 2024, the communications industry, at long last, returned to a growth path.

27 March, 2025, Budapest – MRSZ Total Media Spending in 2024¹ was HUF 384.4 billion, while the MRSZ Total Communications Spending² amounted to HUF 715 billion. Last year saw the industry get off the rollercoaster that had characterised the preceding period, and back on an upward path: both media spending and non-media spending increased by 7.6%, and already showed a positive trend even in real terms, compared to the year before.

Regarding the market figures, **MRSZ President Péter Novák** piaci summarised the key conclusions of the Advertising Association as follows: “Overall, in 2024, the communications industry, at long last, returned to a growth path in real terms, even in comparison with 2019. It was primarily the communications spending in the private sector that was the driving force behind the market growth. After a highly volatile period that started in 2020, last year was already characterised by stable growth. Although 2024 was also atypical – as with a backdrop of a virtually stagnant economy, it is highly unusual that our industry can grow –, this is exactly what happened last year (+ 7.6%)”. Concerning the trends of the media market, he underlined: “In the field of media spending, after the rebound of 2021, the decline in real terms resumed and continued in the two succeeding years, so the market was finally able to heave a sigh of relief in 2024, when the spending exceeded by 4.5% in real terms the corresponding figure in 2019, and the overall performance of the communications industry sectors also grew by 3.9% in real terms. The optimism of the market has been reflected in the forecasts of the respondents of the seventh MRSZ Barometer survey, according to which they expect a growth of over 8% in 2025 in the advertising spending, as well as an increase of more than 4% in the rest of the sectors of the communications industry.”

Notwithstanding the above, reflecting on the market figures from the past quarter of a century, he emphasised: “Over the past 25 years, media spending in Hungary fell drastically, by 43 percentage points of GDP. Our domestic figure of 0.47% is extremely low internationally as well, in view of the fact that global average in 2024 was 0.99%, and although the media spending/GDP index dropped all over the world, the decline was far more significant in Hungary than the global average.”

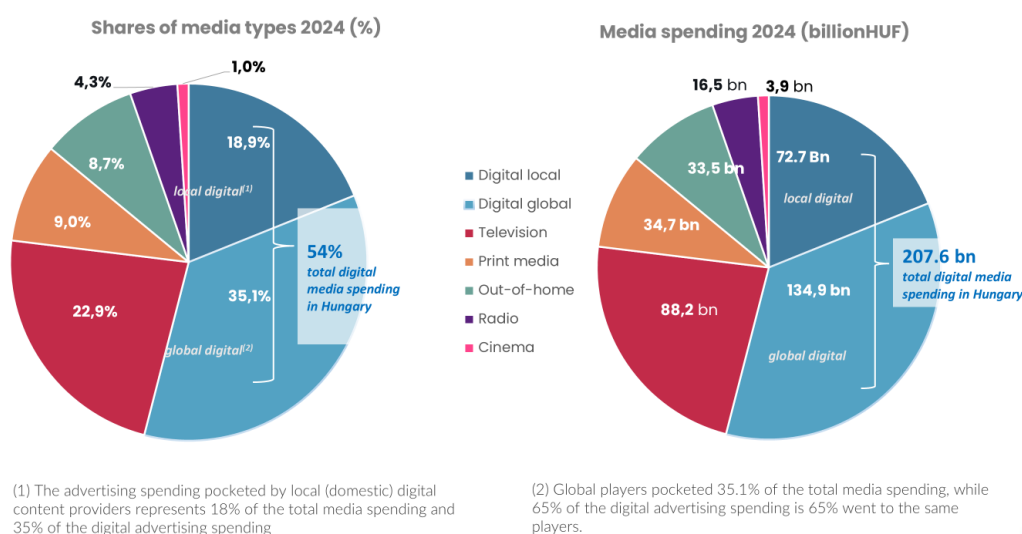
¹ **MEDIA SPENDING:** The media spending breakdown chart is intended to provide a more thorough assessment of advertisers’ investment in publicity. It only includes the advertising spending received by media, in accordance with a unified set of criteria: (1) including net-net expenditures without overlaps, (2) barter only include non-media (goods) barter, (3) excluding production costs.

² **COMMUNICATIONS SPENDING:** By preparing the communications spending breakdown chart, the Advertising Association wishes to publish such comprehensive market data that reflect the total amount of advertisers’ external marketing communications investments and the changes thereof. The MRSZ communications spending includes the following fields (net-net expenditures without overlaps): Media spending; creative and media agency services, event, data-driven marketing (direct marketing) marketing research (client-financed marketing researches) Public Relations (PR), ambient; production cost (incurred by media owners and re-invoiced to advertisers).

MRSZ Communications Spending in 2024 HUF totalled HUF 384.4 billion

In 2024, the different types of media pocketed advertising revenues amounting to HUF 27.3 billion more than in 2023, which is a +7.6% change. The growth of the³ advertising revenues of the domestic media (+5.4%) falls short of the increase of the overall media spending. With the exception of the print media, all types of media – with radio and cinema showing outstanding growth – were able to increase their advertising revenues.

MEDIA SPENDING (2024): HUF 384.4 BN 2024/2023 CHANGE: +7.6%



There have not been any changes in the rankings of media types for five years: (1) global digital platforms, (2) television, (3) domestic digital media, (4) print media, (5) out-of-home, (6) radio, (7) cinema.

Even though the growth rate of the digital advertising spending has slowed down, digital continues to be the predominant channel, with digital (global and local combined) accounting for 54% of the total media spending. While global players were still able to achieve the same percentage of growth (+12.1%) in 2024 as a year before, the growth rate of local digital players – after the soaring rate of 2023 (+24.2%), which was due partly to the newly included influencer marketing data – turned out lower in 2024 (+6.5%). In the total media spending, 35.1% of advertisers' digital advertising spending and 65% of the total digital advertising spending are going to global digital players. The advertising spending pocketed by local (domestic) digital content providers accounts for 18.9% of the total media spending, and 35% of the overall digital advertising spending.

The growth rate of the segments showing a positive trend slowed down, and the differences also diminished: In 2024, the media types on the rise showed a revenue growth that varied in a narrower range (+6.2-15%) than in 2023 (+0.6%-23.6%). Smaller players again experienced the greatest growth in 2024: In 2024, cinema continued to forge ahead with a 15% increase, and radio also performed outstandingly (+14.1%). The print media market experienced a -8.3% drop in 2024, after a very modest growth (+0.6%) in 2023.

³ **Domestic media:** media market players without global digital players.

In real terms, this is the first time that the total media spending has outdone the 2019 baseline: +4.5%. However, certain media types are still falling short of their 2019 figures in real terms. Print media is undergoing a 60% fall, but cinema also experienced a 20.9% drop. Television is already showing signs of recovery, with a fall 'only' 11.8% in real terms. Both the global and local segments of the digital media sector achieved considerable – in the case of global players even spectacular – growth in real terms, compared to 2019.

Some media types have their stability supported by the fact that in addition to advertising, they can also rely on other revenue sources, such as TV distribution revenues, press readership and cinema box office revenues. The magnitude of these revenues approach or exceed advertising revenues: for instance, cinema's box office revenues in 2024⁴ (HUF 21.9 billion) were five times as high as the segment's advertising revenues (HUF 3.9 billion).

The background of global and local digital, television, print, out-of-home, radio and cinema segments of the total media spending:

With regard to the 2024 figures of **digital advertising spending**, IAB Hungary President **Ádám Lunczner** highlighted:

"Based on IAB Hungary's data, on the compilation of which we have been working together with PwC as our partner for 15 years, advertisers spent HUF 207.6 billion on digital advertising, which is a 10% growth in nominal terms and an over 6% increase in real terms from the HUF 188.7 billion in 2023. The increase was predominantly driven by the growing demand for video ads and the development of programmatic advertising. In addition, spending on such up-and-coming fields as influencer marketing or digital audio ads also contributed significantly to this result."

Dr. Csaba Tóth, the chairman of the Association of Hungarian Electronic Broadcasters (MEME) summarised the figures of the **television market** as follows: *"The television advertising market achieved outstanding results in 2024, with the revenues of the sector exceeding HUF 88.2 billion. This is a considerable growth compared to 2023's HUF 81.1 billion. Hungary's television advertising market continues to have a strong foundation, which is also proven by the dominance of commercial advertising revenues."*

The advertising category 'commercial spot', representing conventional television advertising spots, closed an excellent year in 2024, having strengthened by more than 10%, compared to the preceding year. The total revenues of the category exceeded HUF 74 billion, which confirms its dependability and stability. This segment continues to play an important role in domestic advertisers' strategies, since it ensures reliability and high rates of return.

In 2024, the 'commercial non-spot' category, which includes innovative advertising media, continued to grow, following the 2023 trend. The total revenues of the segment amounted to HUF 5 billion, which means a 2% growth from the preceding year. This segment is gaining ground in the television advertising market, as advertisers are increasingly seeking new alternative and creative solutions.

Within the television advertising market, the value of governmental spending fell by 2.7% in 2024, but exceeded HUF 7.3 billion even so. Revenues from goods barter transactions also declined. While in 2019, these transactions accounted for 2.78% of the market, they only represented 0.5% in 2024.

In the field of television distribution revenues, MEME has hired PwC Hungary again to assess the performance of the sector. According to the estimates, in 2023 the television distribution revenues totalled HUF 72.1 billion, and they increased to 77 billion in 2024, which is a 6.7% growth. This demonstrates that the market of distribution revenues accounts for 46.6% of the entire television market (advertising plus distribution).

Overall, the television advertising market grew steadily in 2024, with both 'spot' type and 'non-spot' type ad categories showing growth. The industry continues to be stable and resilient to economic changes, while constantly adapting to advertisers' and consumers' demands. The years to come are expected to bring more dynamic growth for the sector."

Tibor Kovács, the chairman of the Hungarian Publishers' Association, stated: *"Print media has maintained its position in the total media spending. According to the summary of MLE, in 2024 "net-net" the revenue of the print advertising market totalled HUF 34.706 billion. The overall revenue of the press sector, including the proceeds from print media distribution, totalling HUF 56.713 billion, and the reported online revenues, totalled*

⁴ Source of cinema box office data: <https://www.boxofficemojo.com/year/?area=HU> .

HUF 113.312 billion in 2024. Revenues from print media product sales and advertising revenues make up around 50% and 31%, respectively. **Revenues generated by the sales of print media products has remained an important revenue source for numerous publishers. Although there was a significant variance in this year's figures, some players were able to achieve growth even in the print advertising market. The print pillar remains extremely massive, accounting for 81% of the total revenue.**

The reporting media publishers also pocketed proceeds worth HUF 21.893 billion from online advertising spending. On a year-over-year basis, the digital content related advertising revenues were up 4.6%. This accounts for 19% of the total revenue at present. Based on the 2024 research data, it can be concluded that print media is still a cornerstone of diverse information. **An important portion of readers are still using print media to get daily information,** so newspapers continue to be an indispensable element in democratic public life. It is indicative of the consumer demand that based on NOK's 2024 extra survey, 800,000 respondents claimed to have read some sort of newspaper or magazine the day before. In view of the fragmentation of media and the selection available to consumers, this is by no means a negligible amount of people. **It is therefore justifiable also for the reasons above that the government should extend the daily newspapers' VAT reduction to the magazines market as well, which would be an efficient contribution to alleviating economic difficulties, to the facilitation of digitalisation and to the development of business models.** NOK's extra survey pointed out that **consumers do not find the ads in the print media annoying at all. Their annoyance effect is minor (25%), with only some out-of-home forms of advertising (advertising on public transport, advertising at stops) showing results lower than that.** With the advent of AI applications, the global media market will continue to grow, but the size of national media markets will be shrinking. Platforms still have not established a transparent practice, where they pay royalties to the publishers for the contents they have used. It is therefore **imperative to keep fighting even more intently for the efficient protection of publishers' intellectual property rights, since AI companies also generate value for themselves via the use of publishers' contents and knowledge."**

Orsolya Tóth, OOH President of the Hungarian Advertising Association (MRSZ-OOH) added: "The domestic OOH (out-of-home) market shows strong consolidation for 2024, with a 6.2% revenue growth from the year before. Out-of-home media are still keeping their major role among mass media, which is supported by the continuous development and replacement of market assets, predominantly by digital means. Their share of the entire media market is soon going to reach 10%. At the same time, if we only consider Hungary's domestic media market, and ignore the money going to foreign media owners, then their share of the media market, in terms of revenue, amounts to 13.4%. In 2024, the National Media and Infocommunications Authority (NMHH) set up its National Advertising Register, which already includes 36,000 advertising surfaces. As from the summer of 2024, only the advertising spaces on such registered advertising surfaces, bearing a unique registration code, may be sold. In 2025, further substantive steps are expected to be taken to ensure that the quality of the services come up to the advertisers' expectations in every locality of the country, particularly with regard to the visual environment."

Dezső Ürge, the President of the Association of Radio Media Providers (RAME) and the Association of Radio Media Providers (HEROE) outlined the **situation of the radio market** as follows: "In Hungary, the variety of radio stations includes 80 commercial and 74 community type media services, in addition to the public radio stations. Out of the selection of terrestrial radios, consisting of a total of 159 media services, 154 services are operated on the basis of contracts concluded with the Media Council. Apart from the only national commercial radio station, Retro Rádió, another 153 district, local or community radio media services were operated, using a total of 255 frequencies. Based on the results of the listenership survey of the fourth quarter of 2024 conducted by NMHH-Kantar-Hoffmann-M-Meter radio stations are listened to by 5.5 million people daily, and by 7.3 million weekly among listeners aged at least 15. According to these results, 66% of the population aged at least 15 listen to the radio on a daily basis, while 89% of the same population listen to radio on a weekly basis. The average time spent listening to the radio is almost 4 hours, which is quite high. Radio continues to be widely available, even using mobile devices, so it offers an attractive option to advertisers. Furthermore, conventional radio stations also increasingly integrate digital platforms like social media or podcasts, which also offer new opportunities to advertisers. In 2024, the advertising revenues of the radio market were up 14 percent from the preceding year, which is equally attributable to the economic environment and the growth of advertising budgets. Thanks to the cooperation of radio stations, many advertisers were also informed that radios reached more than 7 million people on a weekly basis in Hungary, which meant that radio continued to be a mass medium."

Zsuzsanna Kiss, Advertising Media Sales Director of Cinema City/New Age Advertising pointed out: "In 2024, the cinema sector set a new record with a growth of 15%, meaning that the cinema advertising market already represents a portion of HUF 3.9 billion of the total media spending. Achieving this result was facilitated

by the presence of such blockbusters as *Inside Out 2*, *Despicable Me 4*, *Dune: Part Two*, as well as Hungarian movies, such as *Futni mentem* and *Hogyan tudnék élni nélküled*, which attract larger and larger audiences to cinemas.

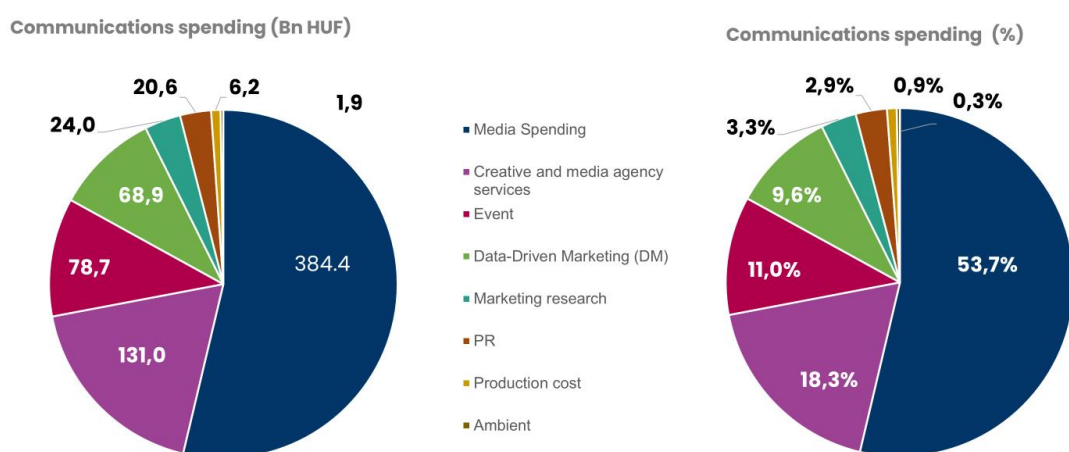
The advertising climate is also getting more and more vibrant, since an increasing number of brands recognise the unmatched reach of cinema advertising and the strong engagement of viewers. Cinema, as an advertising space guarantees unique efficiency: in a cinema theatre, viewers watch advertising spots end to end, without the possibility of changing channels, with full attention, and all that on a huge, often 400-square meter screen.

The combination of these factors further strengthen the position of cinema as a premium advertising platform. 2025 may see the momentum of the cinema increase further, since numerous major movies are going to find their way to the big screen again. Much-anticipated movies include the sequels of *Avatar*, *Mission: Impossible*, *Superman* and *Jurassic Park*, as well as such large-scale productions as *F1*, *Minecraft* and the Michael Jackson biographical musical drama film. These movies are expected to give cinema attendance an extra boost, and further strengthen the cinema advertising market.”

The total of the MRSZ Communications Spending (2024) grew by 7.6%: HUF 715 billion

Péter Hivatal, the head of MRSZ’s media and communications spending workgroup pointed out: **“The Non-Media Spending⁵ (2024) totalled HUF 331.2 billion. In 2024, communications industry sectors on the whole already showed a slight, 3.9% increase even in real terms. In 2024 almost all communications sectors were able to grow: The top three places are occupied by the data-driven portion, creative and media agency services and PR with real value increases of 5.5%, 5.3% and 3.9%, respectively. Although the ambient field stagnated in nominal terms, it went into minus in real terms, which makes it the only slice of the communications pie that shrank in real terms. The increase of the events sector was somewhat moderate last year, compared to its 2023 soaring.”**

TOTAL COMMUNICATIONS SPENDING (2024): HUF 715 bn



Note: Contents of the total communications spending, without the overlaps of net-net expenditures. It includes the media spending figure; data-driven marketing (direct marketing); ambient; creative and media agency services (including productions run through agencies), events, client-financed marketing research and PR, as well as the production costs incurred by media owners and charged to advertisers

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⁵ **The non-media spending** includes data-driven marketing (direct marketing), ambient, creative and media agency services (including productions run through agencies), events, client-financed marketing research and PR. It also includes the production costs related to the media spending. Does not include the total media spending.

The background of the creative and media agency services, events, data-driven marketing (direct marketing), marketing research and PR segments:

Nikolett Blaskó, the re-elected President of the Association of Hungarian Communication Agencies (MAKSZ) emphasised: *“Agency revenues grew dynamically at media agencies working for market player advertisers, due principally to the increase of media prices. The increase of the revenues of the agencies working predominantly under public contracts was more restrained, both on the creative and the media side. The creative agencies working for market players also stepped up their revenues above inflation. Overall, our preliminary expert estimate shows a 9.1% growth in this field for 2024.*

It is important to note that although this means a growth in revenues even in real terms for the sector, its profitability is more likely to have dropped year-over-year due to the average increase of wages, operating and subcontractor costs, which exceeded by far the revenue growth.”

Gábor Rókusfalvy, Roxer Kommunikációs Kft’s managing director and the Vice President of MaReSz described the 2024 spending of the event marketing market as follows: *The revenues of the event marketing market of the event segment totalled HUF 78.4 billion in 2024, a 4.3% growth year-over-year, meaning that the event sector returned to its normal growth path after the 23% sharp increase of 2023 that was thanks to the extreme post-Covid level of demand. The most recent global forecasts suggest that global demand for personal get-togethers will continue to grow in the new era driven by artificial intelligence. 82% of European event organisers have indicated that they will be organising events that require personal attendance in 2025.”*

Péter Hivatal, Vice-President of Data & Marketing Association (DIMSZ) commented on the data-driven marketing (direct marketing) segment as follows: *“The data-driven market is stable, even after the methodological change enabling more precise assessment. The segment experienced a growth above inflation in 2024. The turbulent future will bring efficiency to the fore, with data-driven tools and channels increasingly becoming key elements. The available knowledge about and integration experience related to artificial intelligence also indicate the further strengthening of the segment.”*

“The marketing research market was able to grow in 2024, which is definitely a success, in view of the fact that the largest clients had a difficult year, primarily because of the low dynamics of consumption. At the same time, this increase translates to only a minimal growth in real terms. In other words, this can be considered more of stabilisation after the more significant – albeit in real terms somewhat also more moderate – rise experienced in 2023”, **Endre Kassai, the President of the Hungarian Association of Market Researchers** assessed. **János Bacher, the Managing Director of Impetus Research, in charge of the data collection** highlighted: *“Out of the segments of the total communications spending, marketing research achieved one of the highest growth rates in 2023. We had not expected the segment to show a similar growth in 2024. However, we are happy to conclude that even in the context of data abundance, clients continue to rely on dependable research data, and attribute great importance to the valuable expertise of the research profession in their decision-making.*

Hungarian Public Relations Association (MPRSZ) President András Sztaniszláv said: *“The PR sector perceptibly continued to strengthen in 2024, which was facilitated also by a turbulent geopolitical situation and an accelerating technological changes. PR agencies tend to act more and more as strategic advisors, becoming indispensable in the protection of reputation and in the navigation in the context of a diversity of stakeholders. AI-driven solutions can make data processing and analysis more precise, and enable the automation of processes that are time-intensive, but represent low relative value on their own. The expert time and expertise thus unlocked offer greater added value to clients. This is already visible from the figures, with a double-digit growth achieved by conventional PR services last year. We see a certain decline in advertising agency and media planning-buying services, as well as a considerable growth in influencer marketing. Global and domestic trends are pointing in opposite directions in agency M&A activity. While global trends are clearly moving towards consolidation (e.g. Omnicom–IPG merger), Hungarian PR agencies are still forming a highly fragmented market. We have mixed expectations for 2025. While the global economic situation is uncertain, this may also hold enormous opportunities for the traditionally strong suits of PR agencies, such as reputation and change management, or crisis communication.”*

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